



First Alert® Partners With Google On Advancing Connected Home Platform

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Early Partnership with Google Gives Onelink Users Hands-free Control through Google Assistant, Future Schemas with Trusted Home Safety Company

AURORA, Ill., Dec. 14, 2016 /PRNewswire/ -- When you Google First Alert(R) , you'll soon see products brought to market through joint efforts of the most trusted name in home safety and the world's leading search engine and creator of the Google Home.

The two companies have partnered to develop schemas to enable Onelink(R) by First Alert products to work with the Google Home device and its hands-free, voice-controlled Google Assistant technology. The first such Onelink product -- a smart Wi-Fi Thermostat -- launches this month.

"First Alert brings expertise in home safety and security to this partnership," said Tom Russo, Vice President of Marketing for First Alert. "We have been working closely with Google to develop products that integrate with Google Assistant so that an ever-expanding group of consumers can enjoy the seamless, convenient control of their homes through Google Home."

The voice-activated speaker powered by the Google Assistant gives users the ability to ask questions and command enabled activities, such as turning heat or air conditioning on or off, or setting temperature schedules.

"Through its integration with Google, the greatly enhanced Onelink Thermostat expands upon the ease and benefits of its previous generation, while bringing its innovative technology to a new platform and user base," said Russo. "Onelink continues to enrich the connected home space with truly smart products that deliver on what families want -- comfort, convenience and peace of mind."

The Onelink Thermostat and the rest of the Onelink suite of products are sold through home improvement, electronics mass merchandisers and online retailers nationwide. For more information on the Onelink collection, visit www.firstalert.com/onelink.

About BRK Brands, Inc.

BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For 50 years, BRK Brands, Inc. has been the manufacturer of First Alert(R) - branded home-safety products, the most trusted and recognized safety brand in America. BRK(R) Brands designs and develops innovative safety solutions including Tundra(TM) Fire Extinguishing Spray, Onelink by First Alert smart home products, a comprehensive line of smoke alarms, carbon monoxide alarms, fire extinguishers and escape ladders to protect what matters most. Such products are also marketed under the BRK Electronics(R) brand, The Professional Standard for the builder and contractor audiences. BRK Brands, Inc. products are found in more than 30 countries worldwide. For more information, visit [http:// www.firstalert.com](http://www.firstalert.com), <http://www.brkelectronics.com> or [http:// www.newellbrands.com](http://www.newellbrands.com).

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate(R), Sharpie(R), Dymo(R), EXPO(R), Parker(R), Elmer's(R), Coleman(R), Jostens(R), Marmot(R), Rawlings(R), Oster(R), Sunbeam(R), FoodSaver(R), Mr. Coffee(R), Rubbermaid Commercial Products(R), Graco(R), Baby Jogger(R), NUK(R), Calphalon(R), Rubbermaid(R), Contigo(R), First Alert(R), Waddington and Yankee Candle(R). For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, <http://www.newellbrands.com>.

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